

# ORDER



**Orders**  
**Order / Rev:** 335955  
**Alt Order #:** 06824888  
**Product Desc:** DEAN HELLER  
**Estimate:**  
**Flight Dates:** 06/17/12 - 06/19/12  
**Original Date / Rev:** 06/15/12 / 06/15/12  
**Order Type:** GENERAL

**KTNV - Las Vegas**

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heller/R/Senate  
**Demographic:** A35+  
**Product Codes:** PL State Senate  
**Priority:** P-05  
**Revenue Codes:** AGY-TRANS, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/19/12	6	\$2,200.00	\$1,870.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	6	\$2,200.00	\$1,870.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$2,200.00</b>	<b>\$1,870.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KTNV - Las Vegas	12%	\$2,200.00
Market	100%	\$18,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	42%	\$7,700.00
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	19%	\$3,483.33
KTUD	0%	\$0.00
KVMY	0%	\$0.00
KVVU	27%	\$4,950.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	06/18/12	06/18/12	M-F 5-6am Action News	CM	M-F 5-6a (5:00 AM-5:30 AM)	M-----	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00

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Advertiser: Heller/R/Senate  
 Product Desc: DEAN HELLER  
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	M-----				1	\$200.00		0.00				
E 2	KTNV	06/19/12	06/19/12	M-F 5-6am Action News	CM	M-F 5-6a (5:30 AM-6:00 AM)	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	-T-----				1	\$200.00		0.00				
E 3	KTNV	06/18/12	06/19/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	MT-----	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	MT-----				2	\$400.00		0.00				
E 4	KTNV	06/18/12	06/18/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	M-----	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	M-----				1	\$400.00		0.00				
E 5	KTNV	06/18/12	06/18/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	M-----	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	M-----				1	\$600.00		0.00				
												Totals	6	\$2,200.00	